

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

# 4 *Seedor*

In re Patent Application of:

Attention: Application Branch

HAY

Atty. Dkt. 1418-25

Serial No. 09/808,415

OCT 22 2001

Filed: March 15, 2001

Date: October 22, 2001

For: METHOD OF MEASURING BRAND EXPOSURE AND APPARATUS THEREFOR

Assistant Commissioner for Patents  
Washington, D.C. 20231

The attached completes filing of the above-identified patent application:

☒ Signed Rule 63 Declaration alone, ☐ Copy of Declaration from prior application alone, OR

☐ Signed Declaration plus attached copy of originally filed specification/drawings.

☒ **NOTICE TO FILE MISSING PARTS OF APPLICATION FILING DATE GRANTED** form.

☒ Record the attached assignment and return to the undersigned.

☐ Attached is a Power of Attorney.

☐ Priority is hereby claimed under 35 U.S.C. § 119 based on the following foreign applications:

**Application Number**

**Country**

**Day/Month/Year Filed**

0006275.2

United Kingdom

March 15, 2000

respectively.

☐ Certified copy(ies) of foreign application(s) is/are attached.

☐ Certified copy(ies) filed on \_\_\_\_\_ in prior application no. \_\_\_\_\_, filed \_\_\_\_\_.

☒ Applicant claims "small entity" status. ☐ "Small entity" statement attached.

☐ Please enter the attached and/or below preliminary amendment prior to calculation of filing fee.

☒ Also attached: ☐ **Information Disclosure Statement**; ☐ **Nucleotide and/or Amino Acid**

**Sequence Submission**; ☐ **Other**:

**Fees due are calculated below:**

Basic filing fee				\$	740.00
Total Effective claims	36	- 20 =	16	x \$	18.00
				\$	288.00
Independent claims	6	- 3 =	3	x \$	84.00
				\$	252.00
If any proper multiple dependent claims now added for first time, add \$280.00 (ignore improper)				\$	0.00
				<b>FILING FEE</b>	\$ 1,280.00

Petition is hereby made to extend the current due date so as to cover the filing date of this paper and attachment(s) (\$110.00/1 month; \$400.00/2 months; \$920.00/3 months; **\$1440.00/4 months**)

Surcharge (\$130.00) if Declaration or filing fee first now submitted

English translation of specification and claims (\$130.00)

**FIRST SUBTOTAL** \$ 2,850.00

If "small entity," enter half (½) of subtotal and subtract

**SECOND SUBTOTAL** \$ 2,850.00

Assignment Recording Fee (\$40.00)

**TOTAL FEE DUE** \$ 2,890.00

Check enclosed (Pre-Bill)\* \$ 1,408.00

Check enclosed (non Pre-Bill)\* \$ 1,482.00

**TOTAL FEE ENCLOSED** \$ 2890.00

Any future submission requiring an extension of time is hereby stated to include a petition for such time extension.

The Commissioner is hereby authorized to charge any deficiency in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our

**Account No. 14-1140.** A duplicate copy of this sheet is attached.

1100 North Glebe Road, 8<sup>th</sup> Floor  
Arlington, Virginia 22201-4714  
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MJS:led

**NIXON & VANDERHYE P.C.**

By Atty: Michael J. Shea, Reg. No. 34,725

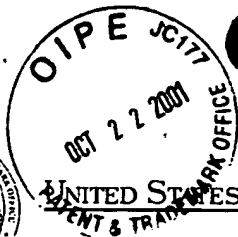
Signature: *Michael J. Shea*

10/24/2001 BABRAHA1 00000010 09808415

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1440.00 0P

\*For N&V internal accounting purposes



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/808,415	03/15/2001	Cameron Hay	1418-25

CONFIRMATION NO. 3492

FORMALITIES LETTER



\*OC000000005989503\*

NIXON & VANDERHYE P.C.  
8th Floor  
1100 North Glebe Road  
Arlington, VA 22201

Date Mailed: 04/20/2001

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

10/24/2001 BABRAHA1 00000010 09808415

FILED UNDER 37 CFR 1.53(b)

01 FC:101	740.00 OP
02 FC:105	130.00 OP
03 FC:103	288.00 OP
04 FC:102	252.00 OP

*Filing Date Granted*

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.  
*Applicant must submit \$ 710 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).*
- Total additional claim fee(s) for this application is \$528.
  - \$288 for 16 total claims over 20.
  - \$240 for 3 independent claims over 3 .
- The oath or declaration is missing.  
*A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- **The balance due by applicant is \$ 1368.**

*A copy of this notice **MUST** be returned with the reply.*

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE